

SYLLABUS FORM  
WESTCHESTER COMMUNITY COLLEGE  
Valhalla, NY 10595

COURSE # **COMM 117**

1. NAME OF COURSE **Radio and TV Announcing**

2. DATE OF LAST REVISION  
Fall   2002    
Spring       

3. NAME OF REVISOR Professor William C. Winters

4. NUMBER OF CREDITS  
3 credits

5. NUMBER OF CONTACT HOURS PER WEEK  
3

6. APPROXIMATE FREQUENCY OF OFFERING THIS COURSE  
Every semester

7. PREREQUISITES OR ENTRY LEVEL SKILLS  
No prerequisites (Voice & Diction recommended)

8. COREQUISITES  
None required (Voice & Diction recommended; Radio Production suggested)

9. PLACE OF THIS COURSE IN CURRICULUM:    Required for Curriculum  
   Required for College Core   X   Elective  
   Part of Required/Recommended Sequence with (Number of Course) \_\_\_\_\_

10. IS THIS COURSE DESIGNED FOR TRANSFER?   X   Yes    No

11. COURSE OBJECTIVES:  
List the course's **learning objectives** and describe how each objective/outcome will be measured.

<b>Objective</b> - Upon successful completion, the student will be able to:	This outcome will be <b>measured</b> by one or more of the following:
Student will recognize the basic terms and theories of radio & TV announcing	4 written Scantron-type exams
The student will record, playback, and evaluate (on the official evaluation form) 5 performance (oral) projects that also include a writing component. Through these projects you will learn how to write and deliver a 1 minute radio newscast, and/or a 1 minute TV news brief, a 30: sec. and 1 minute radio commercial, a 30: sec. TV commercial, and (if time permits) a 4 minute radio interview.	Through the completion of the official Evaluation Sheet by both the student and the professor. The Evaluation sheet rates performance in several categories including tempo, pitch, use of microphone, proper reading from tele-prompter and more.
Through the second objective, the student will start to develop a "critical ear" and be able to critique themselves and others in a constructive manner.	By the faculty evaluation of the comments written by the student on the Evaluation Form


12. GENERAL EDUCATION OBJECTIVES: Check each of the following Westchester Community College General Education goals that are addressed in this course:

- A.  Gaining knowledge of the natural and technological world
- B.  Gaining understanding of the individual and human society and its institutions
- C.  Gaining an appreciation of human culture and creative expression in their various manifestations
- D.  Developing the ability to analyze a situation critically, synthesize, create and articulate an argument or point of view
- E.  Developing a sense of personal values and ethics, as well as openness to differing perspectives and assumptions
- F.  Gaining the ability to gather and integrate information, and communicate effectively through reading, writing, speaking, mathematics and information technology
- G.  Utilizing the methods of inquiry of the various disciplines to promote intellectual growth;
- H.  Gaining an historical perspective
- I.  Gaining a global perspective
- J.  Striving for an emotionally and physically healthy lifestyle, and the pursuit of self-insight

Describe how the course achieves each **general education objective**. Describe how each objective will be **measured**.

General Education Objectives Indicate objective by letter.	How the Course achieves this objective.	This objective will be <b>measured</b> by one or more of the following:
A	Through the textbook and class lectures	Exams; written assignments; and oral performances
F	Through the textbook and class lectures	Exams; written assignments; and oral performances
H	Through the textbook and class lectures	Exams; written assignments; and oral performances

### 13. COURSE GRADE

Based on the above measures, how will the final course grade be calculated?

#### MINIMUM METHODS OF ASSESSMENT

1. Written **quizzes** and **exams** will test the student's knowledge of terms and concepts in the text and those others covered in class lectures and discussions. The quizzes are usually of the "short answer" type, with exams the "Scantron" type.

Exams: usually 3 full one-hour exams based on the text book and topics covered in class plus the final (4 exams total). Final exam is 2 hours and covers the whole course. No grades dropped. **Any missed exams are penalized by 20 points and the exam must be made up before the next class meets.** Quizzes: if any are given, they will count as no more than 5% of final grade.

**50% of final grade**

2. **Assignments:** will include both written work and preparation for in-class radio and TV projects. **Any work late for any reason will be penalized by 20 points.** Late work may or may not be accepted (this depends on the assignment). All written work should be DOUBLE SPACED typed (makes it easier for you to read) or very neatly written.

Grades will be based on **performance and preparation**. Preparation includes out of class research, writing (i.e., a 1 minute radio newscast), and “at home” reading practice and timing.

The “in class” announcing activities will include:

Radio interview (volunteers only – not required)

Teleprompter reading (practice, no grade)

:30 sec. Radio commercial

:60 sec. Radio commercial “COLD” (I provide)

:30 sec. TV commercial

:60 sec. Radio headlines

:60 sec. TV news update (if time permits)

Performance part of the projects will be graded on the official evaluation form and includes items like pronunciation mistakes, tempo variety, pitch variety, and proper dress (TV).

All “in class” assignments will be recorded on your audio cassette. If you supply the cassette, you get to keep it after the semester. If I supply the cassette, I keep it at the end of the semester. More details are found in section ‘PERFORMANCES’. **50% of final grade.**

3. **Attendance:** as explained in the current college catalog, you are advised to miss no more than 6 hours of this class. Anything over that amount can (and usually does) result in a lowering of your grade.

14. INSTRUCTIONAL METHODS: List the different instructional methods you might use, in the course of the semester. List supplementary learning options, if any

Methods include class lecture and discussion, demonstrations, chalk board, overhead transparencies, handouts, slides, and video and audio tapes.

Supplemental Learning Options: Would include the opportunity to join WARY-FM, the college FM radio station located in the basement of the Student Center. Also consider WCC Student TV (aka TheVideo Club).

## 15. TOPIC OUTLINE

### CHAPTERS TO COVER:

1. Broadcast Announcing. Types of announcers. Logs.
2. The Announcer As Communicator. Interpreting copy, mood, marking copy, ad-lib.
3. Voice Quality (selected pages only). Pitch, volume, tempo, vitality.
8. Interview and Talk Programs. Effective interviews, radio talk stations, television talk programs.

Exam #1, Chapters 1, 2, 3, 9 and terms/topics covered in class.

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5. Audio Performance. Microphone fright and consciousness, levels, hand signals, performance checklist.
6. Video Performance. Camera consciousness, hitting marks, movement, props, cue cards and prompters, hand signals.
7. Commercials and PSA's. Radio commercials, marking copy, logs, PSA's, TV commercials.

Exam #2, Chapters 5, 6, 7 and terms/topics covered in class.

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Appendix C. American English Usage. Jargon, vogue words, redundancies, cliches, often misused words, gender.

9. Radio News. News sources, writing, timing, field reporter, voicers and actualities.

Exam #3 Appendix C, Chapter 9 and terms/topics covered in class

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- 10, Television News. Reporter, anchor, weather reporter.
11. Music Announcing. Disc Jockey, formats, preparation.

Final exam: About 35% on Chapters 10, 11, with the rest being a review of entire course.

## 16. UNIQUE ASPECTS OF COURSE

This course provides aspects of both writing and performance, with a little emphasis on the “technology” of the radio & TV business. It grants both communications &/or english credit

### APPENDIX I: REQUIRED TEXTS AND/OR MATERIALS REQUIRED BY THE STUDENT (Include Supplementary Readings)

Text: Television and Radio Announcing by Stuart Hyde (9<sup>th</sup> edition).

Other required course item: you supply a “quality” audio cassette that you keep at the end of the semester.

### APPENDIX II: - CATALOG DESCRIPTION:

Practical study of announcing; script sight reading; interpretation of copy; news (radio & TV); commercials (radio and TV); interviews (radio & TV); disk jockeys and music announcing; basic equipment and microphones.

### APPENDIX III – General Philosophy

The ultimate purpose of this course is to help you become a more effective communicator. You can be a far more effective communicator at the end of this semester than you are now – if you work at it! You are much more responsible for that improvement than I am. Only a sincere effort on your part, and hours of practice outside of class, can bring about significant improvement.

Classwork involves some lecture-discussion sessions, but our chief purpose is to record, playback, and evaluate your performances. I expect you to read the required chapters on your own. The text is easy to read and understand. If you have any questions about anything you read in the text please feel free to raise them at any appropriate time. I will also be discussing terms and concepts not mentioned in the text. You will be responsible for any terms I write on the easel or chalk board.

For your performance projects, don't use commercials or copy from the text (write your own). Type your scripts double spaced, on 8-1/2 by 11 inch paper. Make your margins wide enough for me to make notes. Always prepare 2 copies of your scripts (one to be turned in to me before recording).

Please invest in a good quality 60 or 90 minute cassette. Label the tape and box with your name. Always bring the tape to class (or leave it with me). Throughout the semester you will be responsible for having your tape properly cued up. I will supply a tape if you don't (however, I keep my tapes at the end of the semester).

Your grade will be determined by your improvement, creative approach to assignments, attendance and class participation, performance ability, quiz/exam scores, and contributions to the class as crew. In order to earn an A you must be outstanding in all categories.

Playbacks and evaluations: most evaluation sessions will begin with comments from the performer, followed by comments from class members, and will conclude with comments from me. Evaluation is always constructive. No deliberate demeaning comments will be made in this class.

Performances: We live in an ever increasingly permissive society. Please understand that I am from an earlier tradition where an active FCC prevented “4-letter” words and explicit sexual references. Please keep all performances G rated.

## Appendix IV

Instructor: Prof. William C. Winters

Phone: (914) 785-6449 Home: (914) 769-9433

Office: AAB 222 Email: Bill.Winters@SUNYWCC.EDU

Office hours: right before class, by appointment, or walk-in office hours (schedule posted on bulletin board outside office).

Class schedule:	Tuesdays,	2:00 PM – 3:50 PM	AAB 222	(or TV Studio 224)
	Thursdays,	2:00 PM – 2:50 PM	AAB 222	(or TV Studio 224)

## Appendix V

Supplementary Videos and audio tapes (as time permits):

Don LaFontaine

Imus & Howard (0400.00)

Howard Stern

TV weathermen (11<sup>th</sup> hour, Al, Lloyd, Storm) (UMM2)

Talk Radio

Cue card reading (Rockefeller Center) (WTR25)

Long John delay example

Long John “Hollywood”